

## Green India Drive

*For a sustainable tomorrow, the need of the hour is to embed the habit of cleanliness in the students. Ashoka Business School has adopted this program of working towards a cleaner and greener environment. It ensures that the young students who are the decision makers of tomorrow, become champions of greenery and cleanliness. ABS believes in instilling such changes in its young students and professionals to make their areas green and clean.*

*Students, in this manner take up greening of the surrounding area and care for planted trees. On 27<sup>th</sup> July 2018, students of ABS, along with their faculties came together to plant flowering plants in the campus. 10 students who had their birthdays in the month of June and July bought saplings and did their bit in preserving the environment. Dr. D.M. Gujarathi, Director, HE, AEF and Prof. Manisha Bhamre, Director In-charge and all the faculties were present to encourage and cheer the students in their noble cause.*



## ISR initiative: Diwali Sweets distribution by students

- ❖ **Date:** 3rd November 2018
- ❖ **Event Coordinator:** Prof. Manisha Bhamre
- ❖ **Participants:** All MBA students
- ❖ **Venue:** Patilwadi, Near Trimbakeshwar, Nashik

The students of Ashoka Business School, as part of its ISR (Institute Social Responsibility) activity collected DIWALI Sweets out of contributions made by the students and faculties. They visited Patilwadi, a remote Hamlet near Trimbakeshwar along with Swami ShriKanthanandaji, President of Shri Ramakrishna Arogya Sansthan-Vivekanand Dhyan-Yog Kendra, Anjaneri Trimbakeshwar. The sweets were distributed to all the people of Patilwadi with whom ABS students spend some time spreading joy and bringing smiles on the faces of the children. They spread the lights in the true sense in Patilwadi on the eve of Diwali. They were guided in this venture by the ISR Coordinator, Prof. Manisha Bhamre. Dr. D.M. Gujarati, Director, Higher Education, Ashoka Education Foundation, praised the students for their sincere efforts. All the Faculties and non-teaching staff too had pitched in their support for this selfless activity. Swamiji remarked how his heart was filled with bliss to see the students doing this selfless act whole heartedly and praised the Institute for grooming the students into excellent human beings. He was glad to see the Holistic development in Students which is vital to prepare students to meet the challenges of Life as well as academics. The students of ABS are always at the forefront of any social cause carried on through the ISR cell.



  
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# PHOTOS OF MAHASHRAMDAN



# Ashoka Business School

Premier B-School in North Maharashtra

May- 2018

## MAHASHRAMDAN-PAANI FOUNDATION ACTIVITY

### **Introduction:**

A people's movement to fight drought, Paani Foundation is a nonprofit company set up in 2016 by the team of TV series Satyamev Jayate to fight drought in rural Maharashtra. To overcome water scarcity, a manmade condition, with the help of people's efforts, Paani Foundation has been harnessing the power of communication to mobilize and motivate people in this mission to eradicate drought. It works in roughly 90% of drought hit Maharashtra. Their flagship project, The Satyamev Jayate water cup was instituted in 2016 as a way to encourage villages to apply their training in watershed management. ABS, under the tutelage of Prof. Manisha Bhamre registered with Paani Foundation and was allotted the village of Radherwadi, near Chandwad for Shramdaan.

Students of ABS are always at the forefront when it comes to do any social activities. It helps them to be firmly rooted on the ground and understand the bare realities of Life which in turn develops their personalities in a holistic manner.

❖ **Activity Incharge:** Prof. Manisha Bhamre

❖ **Date:** 1st May, 2018

❖ **Participate :** MBA 1st year students.

❖ **Venue:** - Radherwadi, Chandwad, Dist. Nashik

### **Achievements/Benefits:**

- The students toiled under the sun along with the villagers, intermingled with them and understood the importance of sweat and water and the hardships that the villagers have to face in their everyday living.
- Why conservation of water is necessary and how it can be done was another vital lesson they acquired during this exercise.
- So along with her vibrant team of ABS students, the Maha Shramdaan was carried out to mark the beginning of a new transformation.

## Shri Ganesh Festival-2018

A Ganesh idol of Shadoo mud was made by Sayali Pagare & Ritu Chavhan (students of MBA 2 year) The Ganapati decorations & natural colours were 100% Eco friendly. The idol was placed on a raised platform elaborately decorated for all to view and pay their homage.



**Date:** 13<sup>th</sup> September, 2018

**Name of the Event: Shri Ganesh Chaturty**

Ganesh Chaturthi, the great Ganesha festival, also known as 'Vinayak Chaturthi' is celebrated by Hindus around the world as the birthday of Lord Ganesha. It is observed during the Hindu month of Bhadra (mid-August to mid-September) and the grandest and most elaborate of them, especially in the western India state of Maharashtra, lasts for 10 days, ending on the day of 'Ananta Chaturdashi'. The priest (Abhishek from MBA-2) invoked life into the idol amidst the chanting of mantras. i.e. 'pranapratishttha' was done. Coconut, jaggery, 21 'modakas', 21 'durva' blades and red flowers of Hibiscus were offered. The idol was anointed with red sandal paste. Amit, a student of MBA 2 performed the Puja while the priest directed him.

Activities for the 10- days were scheduled and carried on with great enthusiasm by all the students.



❖ **Date:** 14<sup>th</sup> September, 2018

❖ **Name of the Event:** Ad Mad Activity

This activity was conducted on the Second day of the festival. It was a theme based marketing related activity where the students presented an advertisement related to a product. Arvind Ghorpade & group won the first prize for their advertisement.

❖ **Date:** 17<sup>th</sup> September, 2018

❖ **Name of the Event:** Rangoli Competition



A rangoli competition was held which saw a total of 8 teams participate in it .It was adjudges by Director In charge of ABS Prof.Manisha Bhamre, Prof.Pooja Kushare and Dr.Vikas Gaundare. Rasika Karwa & Jagruti Dharmadhikari won the 1st price.

**Winner of Rangoli Competition**

**Ms. Jagruti Dharmadhikari &**

**Rasika Karwa-MBA 2nd year Students**

**Date:** 23rd September, 2018

**Name of the Event:** Annat Chaturdashi

The festival of Ganeshotsavcame to an end on Anant Chaturdashi. After 10 days of elaborate worship and celebrations, it was time to bade a heartfelt goodbye to the favourite deity.

The final journey of immersion of Ganesha idol was eco-friendly as the students donated the idolto be immersed. After the final offering of coconuts, flowers and camphor, with immense energy, happiness & accompanied by dancing, singing, everyone badeGanesha a tearful goodbye. This symbolizes a ritual see-off of the Lord in his journey towards his abode in Kailash while taking away with him the misfortunes of all man. All, students and Faculties joined in the final procession, shouting

"Ganapathi Bappa Morya, Purchya VarshiLaukariya".



  
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## World Environment Day Celebration

### **Introduction:**

*A World Environment Day was celebrated at ABS providing an opportunity to broaden the basis for an enlightened opinion and responsible conduct by students and enterprises in preserving and enhancing the environment. An awareness of the importance of conserving the environment was created. The theme for 2018, "Beat Plastic Pollution," was a call for action to all to come together to combat one of the great environmental challenges of today's time. The importance to reduce the heavy burden of plastic pollution on our natural places, our wildlife – and our own health was stressed upon.*

- *Activity in- Charge: Prof. Manisha Bhamre*
- *Date: 5<sup>th</sup> June, 2018*
- *Participant: Faculties and students*
- *Venue: Belgaon Dhuga, Trimbakeshwar road, Nashik*

### **Achievements/Benefits:**

*ABS Students along with a few faculties joined the Green Revolution, an environment friendly NGO to plant saplings near Belgaon dhuga, Trimbakeshwar. The saplings will be watered and nurtured on a regular basis till they are fully grown. On this Day, the message given was simple: reject single-use plastic. Refuse what you can't re-use.*



## Cleanliness Drive

### *Introduction;*

*A cleanliness drive was conducted at ABS. Dr.D.M. Gujarathi ,Director HE initiated the mission "Clean ABS, Green ABS", by taking all team members along with the support staff and cleaning the entire campus. Self help is the best help was the motto of this drive. This habit is also planned to be inculcated in the students and carried out once every fortnight.*

- *Activity in- Charge: Dr. D.M. Gujarathi*
- *Date: 27<sup>th</sup> June,2018*
- *Participant: Staff members*

